

# CHANCE SHOTS

By the Ad Man.

## HAVE WE MISSED THE CHANCE?

Last evening at seven o'clock The California Promotion Committee's luxurious special train left San Francisco for Portland. Members of the committee and others are making the journey to be present at the Lewis and Clark Exposition on California Promotion Committee Day which is June 12. Here is an opportunity, not yet entirely lost, for the Chamber of Commerce of Astoria, to invite some of California's most distinguished men to visit our city. An invitation wired to the train en route or a delegation to meet the Committee on the arrival in Portland will probably be all that is necessary, to induce these captains of industry and finance to visit our packing establishments and mills. This accomplished, Astoria's Chamber of Commerce need only arrange for a special to be attached to the morning train coming from Portland on a day that will be agreeable to the visitors. A few carriages and some of our distinguished men to show them around, a dinner and you have accomplished something worth mentioning. The county's resources will thus come before a class of people whose investments are acceptable.

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## TIN CANS MAY BE ALL RIGHT.

There has been a rumor that some Astorians intend to take a few thousands cans, bearing salmon labels, to the fair, to advertise salmon. The writer is not informed at this time, whether the cans will be filled with salmon or are to be given out empty. If filled, the cans will serve as a moderately good advertising medium, only moderately so, because 10,000 cans will barely suffice in a short time to go the rounds of the Fair visitors on a single day. Then again, there will be many who will get a can, who are thoroughly familiar with salmon, if not with a particular brand. Empty cans are of no value, because the visitors will be loaded with curios at nominal expense. Consequently they will have little use for empty tin cans.

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## THE ONLY PROPER WAY.

There is, however, a method of advertising salmon which will serve a more useful purpose than labeled cans. At the same time it will create a natural demand for labeled cans that are full of salmon, for which supply the public will be willing to pay. Creative advertising will do it. The leading newspapers and magazines throughout the world are the proper media to use. A good general advertising campaign on some particular brand of salmon will make a fortune for the man who first takes hold. It does not require a fortune to start it. Such a campaign would benefit all Astoria. I can give you particulars on demand and will not charge you for an interview.

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## PUBLISHERS BEWARE.

Every day in the week one hears of exorbitant charges at Portland Hotels. These rumors are, generally speaking, unfair. There was, however, recently sent to editors of country and smaller city publications a letter offering accommodations for advertising space. The letter carefully typewritten, came from the owners of probably the worst fire-trap in Portland. In their advertisement they claim that the Inn is constructed on the log cabin style; furnishings, cuisine and management conform thereto. Now the ad-man, who has investigated these and other pretentious claims made, finds that this "home-like hostelry" is nothing but a shack of 150 rooms, by no means large and commodious, as claimed. It was hurriedly put together of rough boards, and on the outside of the building the bark is left on the boards, to give impression of log cabin style. The bed springs consist of a few pieces of rope strung across from board to board. A wash bowl and pitcher and a cheap chair may be found in the room. The dining room is to be rented to an outsider. The street in front of the building was in terrible shape, when I called. The place is on 25th street outside the Fair Grounds. The ad-man knows that a few editors have accepted for themselves and their families. They can find better accommodations by applying to the Exposition Hotel Committee on Sixth street. Those who have accepted will find themselves bit, as I would not take my wife there.

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## HOME TRADE BEST.

According to the San Francisco Wasp, the fiat has gone forth from Washington that henceforth wearing apparel bought by anybody as personal effects from outside the United States shall be subject to customs duty, just like any ordinary merchandise. No excuse that dresses or suits had been worn will be taken by the customs officers. Every article in the luggage will be taxed. The effect of such a drastic interpretation of customs will be the causing of conster-

nation and despair among the leading milliners of continental Europe, who have hitherto reaped a yearly golden harvest from wealthy American travelers. On the other hand, the steps taken by the federal government will be hailed with delight by the trades people of New York, and all the large cities in the union.

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## How About the Regatta?

There are those who claim the regatta is dead, while others say that \$2000 will carry it to success, and that it will be done. If the regatta is to be planned, and carried out, as was Astoria Day at the Fair, it had best be left undone. The regatta can this year be made the biggest affair Astoria ever had. It can likewise be made to earn a profit. A small affair will leave a big deficit, with so many counter-attractions at the Fair. A big attraction here will draw 50,000 people in 3 days, and I know of a way to accommodate them. It will need advertising of the right kind and then work—then more work—and last, but not least, plenty of work. Talk is cheap, money is easy to give, but ideas and work—there is the rub. Look for the right man. Pay him and then let him and the committee plan—and work, to make the 1905 regatta talked of throughout the United States. What's the matter with Astoria and its merchants? They are all right—they need be shown only, that the affair will pay.

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## OVER-PAID FIGURE-HEADS.

One of the important events of the week was the report of the Frick investigating committee in the Equitable scandal. Mr. Frick made it plain that the funds of the company were being dissipated in the payment of too large salaries. This gentleman, who drew an annual pittance of a million dollars from the steel trust for traveling in Europe, is an expert on the uselessness of high-priced figureheads, and his observations should have received more serious consideration.

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## USE ONLY RELIABLE AGENCIES.

Mr. Orno Strong says in "The West Coast Trade:" "Fake collection agencies are coming into prominence again. When a merchant turns his accounts over to a concern of which he has no knowledge of a definite character he is entitled to little or no sympathy over the losses and annoyances which he is almost certain to incur. In most cases he never receives any returns, while the methods employed by collectors are such as to forever alienate the trade of customers who are given over to the mercy of these sharks."

## The Schoolma'am's Rise.

Year by year and day by day, She lived in hopes of higher pay, She saw the city prosperous grow, She saw the school house overflow, With hosts of children large and small, And patiently she taught them all, And as the seasons swiftly flew, She sometimes taught their children, too. Through weary months of busy days The schoolma'am hoped To get a raise

She did all that a woman could do Her arguments were sound and good She drew petitions up so fine That all the people ran to sign The common council all agreed That she should have it; yes, indeed. The board of education made Long, smiling promises of aid, While out of all the tangled maze The school ma'am hoped To get a raise

At last it seemed the way was clear At last the needed funds appeared, But still the board could not decide Just how these funds should be applied. Raise by experience or grade? So still they wavered and delayed; They needed out a girl or two Who didn't have enough to do, These surely were the halcyon days, The schoolma'am hoped To get a raise

But weary decades came and went, Until her faithful life was spent; And now across her lonely grave The long green grasses gently wave. Her tombstone in its ancient place Stands up, yet lies upon its face; For though it says she has gone higher I know her soul must still aspire And, lingering long for Gabriel's days, When every schoolma'am Gets a raise.

Girls, if you want red lips, laughing eyes, sweet breath and good looks, use Hollister's Rocky Mountain Tea. The greatest beautifier, known. 25 cents Tea or Tablets, at Frank Hart's drug-store.

## THE ILLINOIS CENTRAL.

Maintains unexcelled service from the west to the east and south. Making close connections with trains of all transcontinental lines, passengers are given their choice of routes to Chicago, Louisville, Memphis and New Orleans, and through these points to the far east.

Prospective travelers desiring information as to the lowest rates and best routes are invited to correspond with the following representatives:

B. H. TRUMBULL, Commercial Agent, 142 Third St., Portland, Ore.  
J. C. LINDSEY, Trav. Passenger Agent, 142 Third St., Portland, Ore.  
PAUL B. THOMPSON, Pass'gr. Agent, Coleman Building, Seattle, Wash.

## Dying of Famine.

is in its torments, like dying of consumption. The progress of consumption from the beginning to the very end, is a long torture, both to victim and friends. "When I had consumption in its first stage," writes Wm. Myers, of Cearfoss, Md., "after trying different medicines and a good doctor in vain. I at last took Dr. King's New Discovery which quickly and perfectly cured me." Prompt relief and sure cure for coughs, colds, sore throat, bronchitis, etc. Positively prevents pneumonia. Guaranteed at Chas. Rogers drug store, price 50c and \$1.00 a bottle. Trial bottles free.

## Special Round Trip Excursion Rate for Astoria Day at Lewis & Clark Exposition—Tickets sold June 8, 9 and 10.

On June 8, 9 and 10 the A. & C. R.R. will sell excursion tickets from Astoria to Portland and return at \$2.70 for the round trip, tickets good to return until June 20, and to accommodate Astorians who desire to witness the evening exercises "Astoria Day" at the fair, the evening train of June 10 will leave Portland at 10:30 p. m. instead of 7:00 p. m.

Correct Clothes for Men

Outing Trousers

Labelled thus

Alfred Benjamin & Co. MAKERS \* NEW YORK

Are in fabrics, style and fit unapproached by any, at any price.

The makers' guarantee, and ours, with every garment. We are exclusive agents here.

Herman Wise

THE POWER OF STEAM.

Many May See But It Takes Genius to Realize.

When James Watt saw the steam causing the kettle lid to jump up and down he said "There must be power in that steam that it can lift such a weight."

There was. Millions prior to him had seen the same phenomenon and regarded it as an unexplained mystery.

Recent scientific research has put its finger on the "cause" of Dandruff, Falling Hair, and consequent Baldness, and has unearthed a tiny germ which eats the life from the roots of human hair. Newbro's Herpicide destroys this germ and consequently restores the hair to its natural state.

Sold by leading druggists. Send 10c. in stamps for sample to The Herpicide Co., Detroit, Mich.

Eagle Drug Store, 351-353 Bond St., Owl Drug Store, 549 Com. St., T. F. Laurin, Prop. "Special Agent."

Light Reading FOR Heavy Moments

100 NEW NOVELS Paper, 10c, 15c, 25c.

The kind for your vacation.

SEE SHOW WINDOW

J. N. GRIFFIN

Show window full of them.

# QUICK RETURN COLUMNS.

Situations Wanted Advertisements Inserted Twice Without Charge.

## HELP WANTED.

HELP WANTED—MEN AND WOMEN to learn watchmaking. A practical working school for jewelers. Money made learning. Seattle Watch Making & Engraving School, P. I. Bldg. Seattle.

WANTED—A COMPETENT GIRL TO do general housework in small family. Good wages. Wanted in Portland. Inquire of Mrs. R. G. Prael.

BOY WANTED—TO DELIVER THE Morning Astorian. Must be reliable. Age about 14. Apply to Mr. Mosher Astorian Office.

BOY WANTED TO WORK IN printing office. Apply at Astorian office.

WANTED—A GIRL FOR GENERAL housework. Apply to Mrs. Leyde, 598 Commercial street.

WANTED—LADY OR GENTLEMAN of fair education to travel for a firm of \$250,000.00 capital. Salary, \$1,072.00 per year and expenses; paid weekly. Address with stamp, J. A. Alexander, Astoria, Oregon.

## DRESS MAKING.

WANTED—EXPERIENCED DRESS-maker wants a few private customers. Address A1, Astorian.

## FOR SALE—MISCELLANEOUS.

FOR SALE—HIGH COUNTER, about 8 feet long. Apply at Astorian office.

FOR SALE—SECOND-HAND 7 COLUMN newspaper outfit; complete except press; cheap. Inquire at this office.

INCUBATOR FOR SALE—400 EGGS capacity; also three 100 capacity brooders; first-class condition. Address A. Astorian Office.

OLD PAPERS FOR SALE AT THIS Office; 25c per hundred.

## SINGING.

Voice Culture—And Singing Instructions. Individual or class instructions. Special terms to classes of three pupils, entering together. Private instruction at reasonable rates. MRS. R. E. PASLAY, No. 677 Exchange St., Phone Red 2054.

## REAL ESTATE.

HERMOSA PARK LOTS, THE MOST exclusive property at Seaside, Ore. Facing the Pacific ocean in Oregon's prettiest summer resort, these lots are a good investment at \$150 to \$350 each. Inspection invited. A. Gilbert, Jr. Seaside, Ore.

## BIDS WANTED.

OFFICE CONSTRUCTING QUARTERMASTER, Astoria, Ore., June 2, 1905.—Sealed proposals, in triplicate, will be received at this office until 10 o'clock a. m., June 16, 1905, and then opened for electric light fixtures, and installing exterior and interior lighting system at Fort Stevens, Ore. United States reserves the right to reject any or all proposals. Plans can be seen and specifications obtained at this office. Information furnished on application. Envelopes should be marked "Proposals for electric work" and addressed Capt. Goodale, Quartermaster, Astoria, Ore.

OFFICE CONSTRUCTING QUARTERMASTER, Astoria, Ore., June 2, 1905.—Sealed proposals, in triplicate, will be received at this office until 10:30 o'clock a. m., June 16, 1905, and then opened for installing heating systems in two barrack buildings and six officers' quarters at Fort Stevens, Ore. United States reserves the right to reject any or all proposals. Plans can be seen and specifications obtained at this office. Information furnished on application. Envelopes should be marked "Proposals for Heating Systems" and addressed Captain Goodale, Astoria, Ore.

Office Constructing Quartermaster, Astoria, Ore., June 3, 1905.—Sealed proposals, in triplicate, will be received at this office until 10 o'clock a. m., June 17, 1905, and then opened, for the construction of a wharf and approach, and a boat house at Fort Stevens, Ore. United States reserves the right to reject any or all proposals. Plans can be seen and specifications obtained at this office. Information furnished on application. Envelopes should be marked "Construction of Wharf and Boat House," and addressed Captain Goodale, Quartermaster, Astoria, Ore.

## ONE FIRM HAD THREE

Answers to a Help Wanted Advertisement in One Day. Answers were in before noon. One applicant got the job, a clerkship in a Grocery Store. Quick Results are Obtained by Advertising in the Want Columns of The Morning Astorian.

## DAILY 7,000 READERS

ROOMING HOUSES WANTED.

WANTED TO RENT—A FURNISHED rooming house. References. Address, A2, Astorian.

## FOR RENT—ROOMS.

FOR RENT—LARGE FRONT ROOM; fire and electric light; finest view in city. Address C. A., Astorian.

FOR RENT—FURNISHED ROOMS Enquire 645 Exchange.

FOR RENT—THREE FURNISHED house-keeping rooms. F. Sherman, 20 Astor street. 6-5-04

## BUSINESS DIRECTORY

## BILLIARD HALLS.

Occident Hotel Bar @ Billiard Hall.

Tables New and Everything First Class.

Finest brands of Liquors and Cigars

## ELECTRICIANS

Reliance - Electrical - Works

Makes estimates and executes orders for all kinds of electrical installing and repairing. Supplies in Stock. We sell the celebrated SHELBY LAMP.

H. W. Cyrus, Manager.

428 BOND ST. PHONE 1161

## LAUNDRIES.

The Troy Laundry

The only white labor laundry in the city. Does the best work at reasonable prices and is in every way worthy of your patronage.

10th and DUANE Sts., Phone 1901.

## MILK DEALERS.

Milk Inspectors

of New York city have just completed an investigation of the buildings in which milk for the general consumer is handled. We never fear the critical eye of the inspector or visitor. We keep our buildings and OUR MILK PURE. Morning or night delivery.

THE SLOOP-JEFFERS CO., 10th and Duane streets.

## MEAT MARKETS.

FRESH AND CURED MEATS

—Wholesale and Retail—

Ships, Logging Camps and Mills Supplied on Short Notice.

Live Stock Bought and Sold.

## WASHINGTON MARKET

CHRISTENSEN & CO.

Central Meat Market

G. W. Morton & Jno. Fuhrman, Prop's.

CHOICEST FRESH AND SALT MEATS—PROMPT DELIVERY.

542 Commercial St. Phone Main 321

## RESTAURANTS.

FIRST-CLASS MEAL

for 15c; nice cake, coffee, pie, or doughnuts, 5c, at U. S. Restaurant.

434 Bond St.

BEST 15 CENT MEAL.

You can always find the best 15-cent meal in the city at the Rising Sun Restaurant.

612 Commercial St.

## BROKERAGE.

C. J. TRENCHARD Real Estate, Insurance, Commission and Shipping. CUSTOM HOUSE BROKER. Office 133 Ninth Street, Next to Justice Office. ASTORIA, OREGON.

## HOTELS.

HOTEL PORTLAND PORTLAND, ORE.

Finest Hotel in the Northwest.

## The Tired Traveler

is ever happy to find a comfortable stopping place. Where to put up is the prevalent question after a long journey. You can solve the problem in Astoria by going to the

## PARKER HOUSE

Whose genial host, Mr. T. J. Broemser, is an experienced hotel man and who on April 1 took charge of this popular hostelry and has inaugurated a new feature to the house by opening the dining room in connection with the hotel and is now able to give his patrons board and lodgings, the best in Astoria, for \$1 and \$1.25 per day. Satisfaction guaranteed.

Rooms at 25, 50, 75 and \$1. Free bus to and from the hotel.

## J. T. BROEMSER.

FURNITURE.

## ROBINSON & HILDEBRAND

Goodman Bldg. 588 Commercial St. FURNITURE, Carpets, Bedding, Stoves, Matting, Window Shades, LINOLEUM, Etc.

## BLACKSMITHS.

## ANDREW - ASP, Blacksmith.

Having installed a Rubber Tiring Machine of the latest pattern I am prepared to do all kinds of work at reasonable prices.

12th and Duane Sts.

## WOOD YARDS.

## WOOD! WOOD! WOOD!

Cord wood, mill wood, box wood, any kind of wood at lowest prices. Kelly, the transfer man. Phone 2211 Black, Barn on Twelfth, opposite opera house.

## PROFESSIONAL CARDS.

## PHYSICIANS.

JAY TUTTLE, M. D. PHYSICIAN AND SURGEON

Acting Assistant Surgeon U.S. Marine Hospital service. Office hours: 10 to 12 a.m. 1 to 4:30 p.m. 477 Commercial Street, 2nd Floor.

## OSTEOPATHISTS.

Dr. Rhoda C. Hicks. Dr. J. E. Snyder

## OSTEOPATHS.

Office Mansell Bld. Phone Black 2065 573 Commercial St., Astoria, Ore.

## DENTISTS.

DR. T. L. BALL, DENTIST.

524 Commercial St Astoria, Oregon.

DR. VAUGHAN, DENTIST

Fythian Building, Astoria, Oregon.

Dr. W. C. LOGAN

DENTIST

378 Commercial St., Shanahan Building

## BUSINESS COLLEGES.

## Behnke-Walker Business College.

Stearns Building, Portland, Oregon.

Our Graduates are All Employed.

We placed 25 pupils in lucrative positions during the month of May.

SEND FOR CATALOGUE.